



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

**04-C-1450**

August 16, 2004

President Pro-Tempore Ceasar Mitchell and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell St., S.W.  
Atlanta, Georgia 30303

**RE: Taxicabs & Vehicles for Hire Hearing Officer Appointment**

Dear President Pro-Tempore Mitchell and Members of the Council:

It is a pleasure for me to appoint Darlene Trigg to serve as a Taxicabs & Vehicles for Hire Hearing Officer for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Darlene Trigg will serve the position of Taxicabs & Vehicles for Hire Hearing Officer with integrity and dedication.

Sincerely,



Shirley Franklin

**CONFIRMED BY**

SEP 07 2004

**COUNCIL**

# Darlene M. Trigg

Telephone: 678/259-8170 (office)

(DISTRICT: 8 / 30305)

## Professional Qualifications/Executive Summary

Results-focused manager with strong analytical, organizational, and problem solving skills. Varied project management and management consulting experiences in diverse industries and markets. Extensive background in finance, marketing, and management. Strong communication and interpersonal skills. Works best in a team environment.

## Professional Experience

CompuCredit Corporation. Senior Marketing Manager, Partner & Affinity Brands.  
September 2001-Present.

- Manage the ethnic market brands for a credit card company.
- Manage the celebrity relationships of the company's spokespeople.
- Support the direct mail marketing strategy via research and implementation.
- Distribute funds earned through the ethnic market affinity credit card program to organizations and foundations that support African Americans.
- Coordinate the development of acquisition-marketing materials to entice new credit cardholders.
- Assist in new product development. Specifically in the prepaid card market.

Martin & Associates. Project Management and Management Consulting engagements. June 1995-June 2001.

DeKalb County Sheriff's Office, Consultant, and Project Manager.  
1998 – May 2001

- Defined the objectives and scope of the mission critical application known as the Jail Management System (JMS) and its subsystems.
- Identified and assembled resources to staff multiple projects.
- Integrated the objectives of the client and software developer by managing priorities, negotiating compromises as well as considering budgets and schedules.
- Promoted client satisfaction via structured meetings and open communication.

Consulting Engagements: Georgia Association of Minority Entrepreneurs (GAME), 100 Black Men of Atlanta, Georgia Vending Program for the Blind, Atlanta Metropolitan College, Miller Brewing Company, Kid Care, Inc., 4 Women Obstetrics and Gynecology, Inc. 1995 – 1998.

- Directed small to mid-size companies in solving operational concerns in the areas of finance, management and marketing. Specifically conducted management reviews, wrote business plans, created strategic plans, assisted business owners in locating venture capital, provided financial analysis, prepared loan packages, secured working capital as well as equipment and asset loans, forecasted cash flow and profitability, recommended credit enhancement tools, developed capital and expense budgets, obtained procurement opportunities, ensured internal controls, and developed marketing research.

Georgia Minority Supplier Development Council (GMSDC). President.  
1994-1995.

- Controlled all aspects of the daily activities in a turnaround operation. Specifically, administered a \$500,000 annual operating budget, managed staff, and implemented board policy.
- Directed Minority Business Enterprises (MBE's) in obtaining procurement opportunities with Fortune 1000 companies through programs, networking, and educational seminars.
- Supervised 20 volunteer committees (over 200 people) by supplying structure, goals, and strategies for project implementation and completion.
- Developed innovative marketing tools to increase membership.
- Orchestrated the GMSDC's most financially successful fundraiser (nearly \$150,000).

NAACP Community Development Resource Center. A Partnership with NationsBank.  
Business Development Director.  
1992-1994.

- Developed and implemented programs that supported the small business banking objectives of NationsBank as well as the economic development objectives of the NAACP.
- Developed business plans. Addressed financial considerations, marketing plans, and competitive strategies.
- Assisted NationsBank lender in securing loans to MBE'S.
- Conducted small business workshops for entrepreneurs, ranging in subject matters from finance and accounting to marketing, human resources and strategic planning.
- Developed new business opportunities via presentations and community outreach.

The Resource Group - Los Angeles, CA. Business Analyst.  
1990-1992.

- Consultant concentrating in the public sector and small business arena.
- Developed financial models that analyzed business needs for expansion and contraction of staffing requirements.
- Designed and implemented productivity programs that minimized department cost and maximized employee output.
- Executed accounting services, prepared tax forms, and assisted clients in financial planning.

Manufacturers Hanover Trust Company (MHT)-Los Angeles, CA. Associate.  
1989-1990.

- Conducted financial analyses of Fortune 1000 companies' ability to enter into and repay debt obligations, examined cash flow, asset values, and structured transactions (mergers and acquisitions).
- Analyzed the feasibility of MHT purchasing equity in middle market companies.
- Recommended hedging strategies involving floating rate debt to reduce overall cost of funds to the client.
- Assisted and developed new business opportunities with prospective clients.

Houlihan, Lokey, Howard, and Zukin-Los Angeles, CA. Associate.  
1988-1989.

- Formulated valuation of Fortune 1000 companies to provide solvency opinions for mergers and acquisitions, public stock offerings, and litigation.
- Generated fairness opinions to middle market companies for Employee Stock Ownership Plans (ESOP) and estate planning purposes.
- Analyzed the feasibility of effecting a leverage buyout of three transportation agencies USING an ESOP.

International Business Machines (IBM)-Los Angeles, CA. Systems Engineer.  
1985-1987.

---

## **EDUCATION**

M.B.A., - FINANCE/ACCOUNTING. UNIVERSITY OF CALIFORNIA AT LOS ANGELES. June 1989.  
Activities: Finance/Investment Club, Entrepreneur Club, Real Estate Club, and Graduate Advisor.

B.S., - ORGANIZATIONAL BEHAVIOR. UNIVERSITY OF SAN FRANCISCO.  
September 1982.

## **Volunteer Posts**

Truancy Intervention Project - Guardian ad Litem - 1998 to present; Million Mom March - Board Member - 2002 to present; Habitat for Humanity - Project Manager & Homeowner Mentor - 2002 to present; Diversity Leadership Academy of Atlanta - Program Participant - Spring 2003; United Way of Metropolitan Atlanta/Volunteer Involvement Program - Program Participant - Fall 2003; Girl Scouts of the USA - National Operational Volunteer - 2003 to present; Atlanta AIDS Partnership Fund - Board Member & Allocations Committee - 2004 to present and Partnership Against Domestic Violence - Auction Committee - October 2003 - 2004.

RCS# 5999  
9/07/04  
3:07 PM

Atlanta City Council

Regular Session

04-C-1450      APPOINTING MS. DARLENE TRIGG/ TAXICABS &  
VEHICLES FOR HIRE HEARING OFFICE FOR COA  
CONFIRM

YEAS:      9  
NAYS:      0  
ABSTENTIONS: 0  
NOT VOTING: 5  
EXCUSED:   0  
ABSENT     2

B Smith	Y Archibong	NV Moore	Y Mitchell
Y Starnes	Y Fauver	Y Martin	NV Norwood
Y Young	Y Shook	Y Maddox	NV Willis
B Winslow	NV Muller	Y Sheperd	NV Borders

(Do Not Write Above This Line)

A COMMUNICATION  
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING  
DARLENE TRIGG TO  
SERVE AS A TAXICABS & VEHICLES  
FOR HIRE HEARING OFFICER  
FOR A TERM OF TWO  
(2) YEARS. EFFECTIVE  
UPON COUNCIL CONFIRMATION.

CONFIRMED BY

SEP 07 2004

COUNCIL

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☒ PERSONAL PAPER REFER

Date Referred 8/16/04  
Referred To: Public Safety  
Date Referred  
Referred To:  
Date Referred

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred To \_\_\_\_\_

First Reading

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Donna M. Shepard  
C. H. Plante  
H. J. Smith  
Carla Smith  
Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Donna M. Shepard  
C. H. Plante  
H. J. Smith  
Carla Smith  
Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

CERTIFIED

FINAL COUNCIL ACTION  
☐ 2nd ☐ 1st & 2nd ☐ 3rd  
Readings  
☐ Consent ☐ V Vote ☒ RC Vote

CERTIFIED  
SEP 07 2004

ATLANTA CITY COUNCIL PRESIDENT

Shirley Franklin

MAYOR'S ACTION